



City of Rockville

MEMORANDUM

March 22, 2007

TO: City of Rockville Planning Commission

FROM: Ann Wallas, Planner II, CPDS

THROUGH: Jim Wasilak, Chief of Planning

SUBJECT: **Draft Twinbrook Neighborhood Plan – Outreach Proposal**

Background:

At the Public Hearing on February 21, 2007, Planning Commissioners issued a series of instructions to staff, the Twinbrook Neighborhood Plan Advisory Group and the Twinbrook community groups. The Planning Commission directed that City staff, along with the Advisory Group and associations bring back a proposed outreach process that will be inclusive of all stakeholders at the March 28, 2007, meeting.

Representatives from the Twinbrook Citizens Association (TCA) and Burgundy Estates Civic Association (BECA) met with City staff on March 9, 2007. TCA and BECA representatives voiced their desire to go back to the community with the Draft Twinbrook Neighborhood Plan to obtain more feedback. They indicated this would also be a good way to obtain new ideas about outreach and the plan as a whole.

The February 28, 2007 memo sent out by staff after the Planning Commission hearing was discussed. Staff indicated that next steps include identifying and reaching out to all stakeholders and determining how to do the outreach. How to incorporate the feedback into the plan will become clearer as comments are received.

TCA and BECA representatives suggested the need to consider the contentious issues and to go through the document page by page. They would like to meet with the interested members in their associations, and estimated it would take approximately three months to eventually reach out to all stakeholders.

The timeline and budget for the outreach process was discussed, with both needing further detail at a later date.

TCA and BECA requested that staff provide copies of the original community survey responses from 2004, the staff survey from 2005, the draft plan in electronic format, the Civic Center Master Plan, copies of the latest Twinbrook Station materials and a list of City of Rockville-owned properties in Twinbrook. Staff has fulfilled these requests.

Staff requested that anything to be included by TCA and BECA for the brief book for the March 28, 2007, meeting of the Planning Commission, when the issue is slated to go back before the commission, be submitted by March 20 or 21, 2007.

Although no written materials have been received, TCA have requested a meeting with staff on Friday March 23, 2007. BECA have contacted the Planning Commission and have undertaken to bring their suggestions to the meeting on March 28, 2007.

Outreach Proposal: (Spring 2007)

An extensive public outreach program has been undertaken to date, as outlined in the attached list. (Attachment 1) Staff has reviewed this effort and proposes renewing and expanding it to try and reach more members of the community. The outreach program is expected to take at least three months.

- Staff has compiled a list of stakeholder groups (Attachment 2). In addition, individual contact persons within each group have also been identified.
- A series of methods are proposed to communicate with the stakeholder groups:
 - Small group discussion meetings hosted by community members:
 - Community members will invite their neighbors to “Plan Circle” discussion meetings that will be held in either City-owned spaces or in private homes or businesses.
 - TNP Advisory Group members and City staff will facilitate, answer questions and take comments as appropriate.
 - Community-wide Open House meetings:
 - Two dates have been tentatively set for May 15 and May 31, 2007 in the Cafeteria at Rockville High School.
 - Both meetings will offer the same information: a drop-in format with maps, displays, copies of the Draft Plan and response forms. This will allow interested stakeholders to gather information related to the Draft Plan.
- Informative flyers to each household (in place of postcards.)
- Updated, more inter-active web site.
- Programming on Channel 11, in English and Spanish.

Proposed Draft Plan Review process:

- Stakeholder groups identify concerns and forward them to staff.

- Staff compiles summary of concerns, pros and cons etc. and consults with City Departments (Public Works, Recreation and Parks, etc.) and the TNP Advisory Group.
- Summary of concerns and feedback forwarded to Planning Commission for review.

Design Workshops: (Summer 2007)

Both citizens and members of the Planning Commission requested that the Draft Plan should give a greater level of specificity on the zoning changes suggested, and that a series of visual elements be provided to assist in determining a clear vision for the properties. Staff suggests organizing design workshops to focus on the commercial and industrial areas, and the residential areas as necessary. These would include all stakeholder groups, including property owners and nearby residents.

Staff does not have the capacity to run these kinds of workshops entirely in house and will need to retain a consultant to facilitate them. In order to help us in this effort we are talking with neighboring jurisdictions that have recently conducted workshops and will be making site visits to workshops in progress to understand how the process works. We anticipate that the Draft TNP workshops will be held over the summer.

Proposed Design Workshop process:

- Conduct (series of) design workshops.
- Hold community-wide Open Houses to present outcome of design workshops and gain additional feedback.
- Summary of design workshops and feedback received forwarded to Planning Commission for review.

Next Steps: (Fall 2007)

- Prepare Revised Draft Twinbrook Neighborhood Plan.
- Planning Commission Public Hearing on Revised Draft Twinbrook Neighborhood Plan.

Attachments:

1. Summary of Communications/Outreach Initiatives (up to March 12, 2007).
2. List of Stakeholder Groups.

Draft Twinbrook Neighborhood Plan

Communications/Outreach Initiatives

Fall 2004	Staff visits to community groups	Email and telephone. Staff visits to BECA, TCA, Cambridge Walk I & II and Charlas to announce neighborhood plan process and invite their participation.
Fall 2004	Staff visits to Twinbrook area businesses.	Long Range Planner Bayonet and Neighborhood Resources Coordinator Bartlett visit area businesses to announce neighborhood plan process and invite their participation.
October 17 2004	Staff letter to Twinbrook Civic Associations	Letter to Twinbrook Civic Associations informing them about upcoming planning process and inviting their participation.
November 2004	Open meeting invitation/community survey.	Mailed to every address within the two Planning Areas.
November 9 and 16 2004	Two open public meetings, at Twinbrook Elementary and Meadow Hall Elementary Schools	<ul style="list-style-type: none"> • Invite/survey mailed to each address • Flyers in English, Spanish, Chinese, Korean and Vietnamese distributed to each business and placed at Twinbrook Library and Twinbrook Community Center. • Email through the Neighborhood Services listserv. • Announcement on the City's webpage. • Announcement on Channel 11.
January 2005	Article in Twinbrook Voice	http://www.rocknet.org/Community/Twinbrook/jan05/3.pdf
March 7 2005	Advisory Group appointed	Televised Mayor and Council meeting. Agenda at: http://www.ci.rockville.md.us/mayor-council/2005/07-05/Agenda-Item6.pdf
April 1, 2005	Press release: "Rockville Ready to Establish new Neighborhood Plan for Twinbrook Area"	City of Rockville Public Information Office.
April 2005	Advisory Group begins meetings. All meetings open.	Meetings held in Twinbrook neighborhood – initially at Twinbrook Community annex and subsequently at Glenview Mansion.
April 13, 2005	Article "Twinbrook community ready to reshape plan"	Article in The Gazette, Rockville edition.
April 15-21 2005	Article "Advisory group to voice Twinbrook residents' agenda."	Washington Business Journal

Draft Twinbrook Neighborhood Plan

Communications/Outreach Initiatives

Spring 2005 (Ongoing)	Established Twinbrook Neighborhood Plan website	http://www.rockvillemd.gov/masterplan/twinbrook/index.html Sent postcard to every address in two planning areas informing of webpage and telephone hotline.
Spring 2005	Established Telephone Hotline in four languages: English, Spanish, Mandarin and Cantonese	Information on postcard noted above.
Spring 2005 (Ongoing)	Established TNP Interest Group email list. Regular updates sent throughout the planning process.	Open to everyone who expressed an interest in the TNP. Email awallas@rockvillemd.gov to add name to the list.
May 2005	Article in Twinbrook Voice	http://www.rocknet.org/Community/Twinbrook/may05/4.pdf
October 2005	Article in Twinbrook Voice	http://www.rocknet.org/Community/Twinbrook/oct05/4.pdf
October 2005	Article in Twinbrook Voice	http://www.rocknet.org/Community/Twinbrook/oct05/5.pdf
October 2005	Meeting at Twinbrook Library with business and property owners.	<ul style="list-style-type: none"> • Letter to each owner. • Flyers distributed to each business.
December 2005	Meeting at City Hall with commercial property owners.	<ul style="list-style-type: none"> • Letter of invitation to each owner. • Follow up letter with copy of presentation to each owner who did not come to meeting.
December 2005	Meeting at City Hall with industrial property owners.	<ul style="list-style-type: none"> • Invitation to each owner. • Follow up letter with copy of presentation to each owner who did not come to meeting.
January 2006	Article in Twinbrook Voice	http://www.rocknet.org/Community/Twinbrook/jan06/2.pdf
Summer 2006-ongoing	Liaise with MNCPPC planning staff.	Maintain email and telephone contact. Attend joint meetings and MNCPPC Twinbrook Sector Plan briefings.
October 24 2006	City of Rockville Traffic and Transportation Commission	Staff briefed Traffic and Transportation Commission on Draft TN Plan transportation recommendations. (City Hall)
October 25 2006	North Bethesda Transit Management District meeting	Staff gave brief overview of Draft TN Plan recommendations. (Lockheed Martin Conference Center, North Bethesda)

Draft Twinbrook Neighborhood Plan

Communications/Outreach Initiatives

November 9 and 16 2006	<p>Two open public meetings, at Meadow Hall and Twinbrook Elementary Schools</p> <ul style="list-style-type: none"> • Displays of main Draft Plan elements staffed by Advisory Group members • Presentation and Q&A session by staff and Advisory Group members. • Copy of Draft Plan Executive Summary for each visitor. (Visitors advised Draft Plan available on-line early Dec. 2006.) • Postage-paid comment forms for each visitor. 	<ul style="list-style-type: none"> • Rockville Reports – articles in English and Spanish. • Press release through the Public Information Office. Two articles in The Gazette November 8 and November 15, 2007. • Postcard mailing to every address within the two Planning Areas. • Letter enclosing Staff Draft Executive Summary sent to every commercial and industrial property owner in the Planning Areas. • Flyers in English and Spanish distributed by members of the Twinbrook Neighborhood Plan Advisory Group. • Flyers in English, Spanish, Korean and Chinese distributed to neighborhood business owners, Twinbrook Library and the Twinbrook Community Center. • Email through the Neighborhood Services listserv. • Announcement on the City's webpage. • Announcement on Channel 11.
November 14, 2007	City of Rockville Environment Commission	Staff briefed Environment Commission on Draft TN Plan environmental recommendations.
November 30, 2006	TNPAG Meeting	Advisory Group reviews comments received from Community Meetings. Endorses Draft Twinbrook Neighborhood Plan.
December 8 2006	Draft Twinbrook Neighborhood Plan posted on-line.	Draft Plan at: http://www.rockvillemd.gov/masterplan/twinbrook/index.html Copies of Draft Plan available free of charge at City Hall.
December 13 2006	Presentation of Draft Plan to Joint Worksession Mayor and Council and Planning Commission.	<ul style="list-style-type: none"> • Press release through Public Information Office. • Televised Mayor and Council meeting. Agenda at: http://www.rockvillemd.gov/government/mc/agendas_minutes/2006/4006.htm
January 24, 2007	City of Rockville Planning Commission – Briefing on Draft Plan	<ul style="list-style-type: none"> • Televised Planning Commission meeting. Agenda at: http://www.rockvillemd.gov/government/commissions/pc/2007/0207.htm
January 29 2007	Charlas Community Group Meeting at Twinbrook Elementary School	Staff briefing to community group, in Spanish, on Draft Twinbrook Neighborhood Plan.

Draft Twinbrook Neighborhood Plan

Communications/Outreach Initiatives

February 5, 2007	Question on timing of Draft TNP Public Hearing at Citizens Forum.	Televised Mayor and Council meeting.
February 12, 2007	Discussion item on Draft TNP Public Hearing	Televised Mayor and Council meeting. Agenda at: http://www.rockvillemd.gov/government/mc/agendas_minutes/2007/0507.htm
February 14, 2007	Article: “Council tables talk on Twinbrook plan”	Article in The Gazette Rockville edition
February 21, 2007	Article: “War of words surfaces again over Twinbrook plan”	Article in The Gazette Rockville edition.
February 21, 2007	Planning Commission Meeting/Public Hearing	<ul style="list-style-type: none"> • One-third page advertisements in The Gazette, Rockville edition February 7 and 14, 2007 • Announcement on the City’s webpage, with link to Draft Plan. • Postcards sent to every mailing address in the two Planning Areas. • Copies of Draft Plan available free of charge at City Hall. Copies also available at Twinbrook and Rockville Libraries and the Twinbrook Community Center. • Featured in “Cityline” on Channel 11. • Televised Planning Commission meeting. Agenda at: http://www.rockvillemd.gov/government/commissions/pc/2007/0307.htm
February 23 – March 1, 2007	Article: “Rockville revises plan for Twinbrook”	Article in Washington Business Journal
February 28, 2007	Article: “Twinbrook plan held for revisions.”	Article in The Gazette Rockville edition.

Draft Twinbrook Neighborhood Plan
Stakeholder Groups

March 21, 2007

City of Rockville	Mayor and Council Planning Commission Environment, Historic District, Recreation and Parks, Traffic and Transportation Commissions City Departments Police
Twinbrook Neighborhood Plan Advisory Group (Members interested in continuing, others by *)	John Tyner Pam Fagelson Joe McClane Paula Square Waterman Dean Fiala Linda Bozzonetti Sandy Connor
Ashleigh Woods HOA	Ellen Czeh Martha Abrams*
Burgundy Estates Civic Association (BECA)	Lora Meisner* Lesley Straus*
Cambridge Walk I HOA	Tracy Pakulniewicz-Chidiac
Cambridge Walk II HOA	Joe McClane*
Rockcrest Courts	Rosemary Humes Kevin Jay
Silver Rock Civic Association	Denise Fredericks Sanford* Sandy Connor*
Twinbrook Citizens Association	Christina Ginsberg Judy Miller* Rich Gottlieb Brigitta Mulligan Alison Moser
Twinbrook Forest Condominium Association	Melissa Oliphant Pamela Slatt Fagelson*
Community Groups:	Charlas Latino Outreach Program (Community Ministries of Rockville) Chinese Culture and Community Service Center

Draft Twinbrook Neighborhood Plan
Stakeholder Groups

March 21, 2007

Historic Preservation community:	Eileen McGuckian Terry Lachin Con Hitchcock Max van Balgooy
Commercial Property owners and their agents:	Twinbrook Shopping Center Twinbrook Mart Condominium Twinbrook Getty 7-11 McDonalds Zip Café Burgundy Center The Forest Woods Edge
Industrial Property owners and their agents:	Tousimis Lewis Avenue Condominium McCormick Paint Co. L&H Investments Avalonbay Communities Uniwest Management Inc. A Morton Thomas Associates
Business and residential tenants:	Twinbrook Shopping Center Twinbrook Mart Condominium 7-11 McDonalds Burgundy Center Lewis Avenue Condominium L&H Investments The Forest Woods Edge
Institutional/County Government Interests:	Montgomery County County Executive County Council Public Schools Twinbrook Library Health & Human Services Board of Elections Fire and Rescue Churches and Non-Profit Groups REDI Rockville Chamber of Commerce
Other Government Agencies:	MNCPPC Maryland Dept of Planning Maryland Dept of Transportation